

Docket: BS00052  
09/884,131 Art Unit: 2623 Examiner: J. R. Sheleheda  
Response to April 11, 2007 Final Office Action

### AMENDMENT TO THE CLAIMS

1. (Currently Amended) A system for delivering media content comprising:
  - (a) a producer locally producing content in a geographic terrain, the content related to the a-specific-type-of geographic terrain; and
  - (b) a channel producer that receives the content, aggregates the content into a bundle of content, and nationally distributes ~~transmits~~ the bundle of content to an audience within and outside of the specific type of geographic terrain, the bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain and the audience having an interest in the geographic terrain, the channel producer providing free advertisement space in the bundle of content in exchange for the locally produced content.
2. (Previously Presented) The system of claim 1, further comprising a media provider in communication with the channel producer, wherein the channel producer transmits the bundle of content within and outside of the specific type of geographic terrain by transmitting the bundle of content to the media provider.
3. (Original) The system of claim 2, wherein the media provider is one of a cable television operator, a satellite television operator, a multiple system operator, and a television network having a group of local television station affiliates.
4. (Previously Presented) The system of claim 2, wherein the media provider distributes the bundle of content to a national audience.
5. (Previously Presented) The system of claim 1, wherein the channel producer is one of an over-the-air broadcast network, a cable network, an internet service provider, a website, and a television network.

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6. (Previously Presented) The system of claim 1, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
7. (Previously Presented) The system of claim 1, wherein the channel producer produces additional programs related to the specific type of geographic terrain and includes the additional programs in the bundle of content.
8. (Previously Presented) The system of claim 1, wherein the content is audio content and the channel producer is one of a radio station, a website, and a network of radio stations.
9. (Previously Presented) The system of claim 1, wherein the content is audio content and video content, and the channel producer is one of an over-the-air broadcast television network, a satellite network, a website, an internet service provider, and a cable network.
10. (Previously Presented) The system of claim 1, wherein the content is audio content, video content, and data content, and the channel producer is at least one of a computer network content provider, a website, and an internet service provider.
11. (Currently Amended) A method for delivering media content comprising:

receiving locally produced content from a local producer, the locally produced content related to a specific type of geographic terrain having a distinguishable physical feature;

aggregating the content into a bundle of content, the bundle of content having a full schedule of programming, the content having diverse subject matter with all the content related to the geographic terrain;

providing free advertisement space in the bundle of content in exchange for the locally produced content; and

nationally distributing ~~transmitting~~ the bundle of content to an audience within and outside of the specific type of geographic terrain, the audience having an interest in the geographic terrain.

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12. (Original) The method of claim 11, wherein the content is at least one of audio content, video content, and data.
13. (Original) The method of claim 11, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
14. (Previously Presented) The method of claim 11, wherein the step of transmitting the bundle of content comprises broadcasting audio content using one of a radio station, the internet, a website, and a network of radio stations.
15. (Previously Presented) The method of claim 11, wherein the step of transmitting the bundle of content comprises broadcasting audio content and video content using one of an over-the-air broadcast television, a satellite network, the internet, and a cable network.
16. (Previously Presented) The method of claim 11, wherein the step of transmitting the bundle of content comprises delivering audio content and video content from a cable network to one of a cable television operator, a satellite television operator, the internet, and a multiple system operator, and  
  
wherein the one of the cable television operator, the satellite television operator, the internet, and the multiple system operator broadcasts the audio content and the video content.
17. (Previously Presented) The method of claim 11, wherein the step of transmitting the bundle of content comprises transmitting audio content, video content, and data using a computer network content provider, a website, and the internet.
18. (Previously Presented) The system of claim 11, wherein the bundle of content only contains content relating to the distinguishable physical feature.

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19. (Cancel)
20. (Cancel)
21. (Cancel)
22. (Cancel)
23. (Cancel)
24. (Cancel)
25. (Cancel)
26. (Cancel)
27. (Cancel)
28. (Cancel)
29. (Cancel)
30. (Withdrawn) A method for advertising comprising the steps of:
  - (a) producing programs relating to a specific type of geographic terrain;
  - (b) aggregating the programs into a program line-up;
  - (c) televising the program line-up as a channel; and
  - (d) advertising products and services related to the specific type of geographic terrain on the channel.
31. (Withdrawn) The method of claim 30, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
32. (Withdrawn) The method of claim 30, wherein the products and services include one of a marine equipment company, a boat company, a commercial fishing company, a sport fishing service, a water sports equipment company, a water resort, a coastal retirement community, and a coastal real estate company.
33. (Withdrawn) The method of claim 30, wherein the channel is one of an over-the-air network channel, and a satellite network channel.

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34. (Withdrawn) The method of claim 30, wherein the step of advertising comprises integrating an advertisement for the products and services into one of the programs.
35. (Withdrawn) The method of claim 34, wherein the advertisement is one of an infomercial and a product placement.
36. (Withdrawn) A method for generating revenue for a channel producer and local media producers comprising the steps of:
- (a) creating programs, at the local media producers, that relate to a specific type of geographic terrain;
  - (b) producing a channel, at the channel producer, that televises the programs;
  - (c) providing the channel producer with the programs of the local media producers at no cost to the channel producer;
  - (d) providing the local media providers with portions of advertising time on the channel at no cost to the local media providers;
  - (e) selling, at the local media providers, the portions of advertising time; and
  - (f) selling, at the channel producer, other portions of advertising time on the channel to advertisers selling products related to the specific type of geographic terrain.
37. (Withdrawn) The method of claim 36, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
38. (Withdrawn) The method of claim 36, wherein the step of creating programs comprises a local media provider creating a block of programming related to a specific type of geographic terrain, and wherein the block of programming relates to the community in which the local media provider is located.
39. (Withdrawn) The method of claim 38, wherein the portions of advertising are one of commercial spots, infomercials, and product placements within the block of programming.

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40. (Withdrawn) The method of claim 38, wherein the method further comprises the step of receiving at the channel producer a payment for televising the block of programming, wherein the payment is from the local media producer.
41. (Withdrawn) A method for generating revenue for a channel producer and a local media producer comprising the steps of:
- (a) creating a block of programming, at a local media producer, that relates to a specific type of geographic terrain;
  - (b) producing a channel, at the channel producer, that televises only programs related to the specific type of geographic terrain;
  - (c) televising the block of programming on the channel;
  - (d) selling advertising that is televised with the block of programming;
  - (e) receiving revenue for the advertising; and
  - (f) sharing the revenue between the channel producer and the local media provider.
42. (Withdrawn) The method of claim 41, wherein the advertising is one of a commercial spot, an infomercial, and a product placement.
43. (Withdrawn) The method of claim 41, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
44. (Cancel)
45. (Cancel)
46. (Cancel)
47. (Cancel)
48. (Cancel)